

Entrepreneurship Participating Event, 2007

Creating an Independent or Franchising Business

Format Guidelines for the Written Entry

Your written entry must follow these specifications. Refer also to the Written Entry Checklist at <http://www.deca.org/pdf/ENPI-ENPFguide.pdf>

Title page. The first page of the written entry is the title page, which lists the following in this order:
ENTREPRENEURSHIP PARTICIPATING EVENT (Franchising/Independent Business)

Name of DECA chapter
Name of high school
School address
City, State/Province, ZIP/Postal Code
Name of participant
Date

The title page will not be numbered.

Table of contents. The table of contents should follow the title page. The Roman numeral of each section, the section title and the page of the section must appear in the table of contents. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will **not** be numbered.

Body of the written entry. The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Page numbers continue through the bibliography (if appropriate) and the appendix (optional).

The participant will present, from the viewpoint of an entrepreneur seeking financing for a new business, a business prospectus, which is a short description of a business plan. It will include three sections:

1. a description and analysis of the business situation
2. a marketing/promotion plan
3. a financing plan

The Business Plan (prospectus) must include:

I. EXECUTIVE SUMMARY

One-page description of the project

II. DESCRIPTION AND ANALYSIS OF THE BUSINESS SITUATION

- A. Rationale and marketing research
- B. Introduction: type of business, brief description of major product(s)/service(s) involved
- C. Self-analysis: actual personal experience and/or training in proposed field
- D. Analysis of the business opportunity, customer and location: geographic, demographic and economic analysis of trading area, customer and locale of proposed business
- E. Proposed organization: type of ownership, steps in starting to form business, planned personnel, management skills

III. PROPOSED MARKETING/PROMOTION PLAN

- A. Proposed product or service: details of product(s) or service(s) to be offered; potential suppliers or manufacturing plans
- B. Proposed pricing policy: costs, markups, relationship to competitors
- C. Personal promotion: nonmedia sales plan, staffing and merchandising appeal
- D. Nonpersonal promotion: media, basic appeal and initial promotion plan
- E. Place: channel of distribution from manufacturer or service provided to consumer

IV. PROPOSED FINANCING PLAN

- A. Projected income/cash flow statement: projected budget describing income and expenditures for the first year
- B. Projected three-year plan: describe planned growth, including financial resources and needs
- C. Capital and repayment plan: earnings, short-term and/or long-term borrowing, long-term equity, plan to repay borrowed funds or provide return on investment to equity funds

Checklist Standards

If students plan to use their business plan to compete in a DECA competition, it is recommended you have them follow the above outline as well as these additional rules. The purpose of these rules is to make the competition as fair as possible among participants. For a complete list of guidelines, refer to the high school competitions guidelines at <http://www.deca.org/pdf/ENPI-ENPFguide.pdf>

1. Sheet protectors may not be used.
2. The body of the written entry must be limited to 10 numbered pages, not including the title page and table of contents page.
3. The pages must be numbered in sequence, starting with the executive summary. Do not use separate sheets between sections or as title pages for sections.
4. Major content of the written entry must be at least double-spaced (not space-and-a-half). The title page, table of contents, executive summary, footnotes, long quotes (more than three typed lines), material in tables, figures, exhibits, lists, headings, sample letters, forms and financial reports may be single-spaced.
5. The entry must be typed/word processed (not handwritten). Only material in exhibits, charts and graphs may be handwritten. Handwritten corrections to typed text will be penalized. (Judges will be instructed to ignore attempts to achieve a competitive advantage due to the quality of word-processing equipment available.)
6. All material must be shown on 8 1/2-inch x 11-inch paper. Pages may not fold out to a larger size. No extraneous information may be attached to the pages and tabs may not be used.
7. Decorative artwork or desktop publishing techniques may be used throughout the manual. Photographs in the manual must be scanned and placed as digital files.
8. The entry must follow the sequence outlined. No sections or subsections may be added.
9. The Roman numeral of each section, the section title and the page number of the section must appear in the table of contents.